

**Amendments to the Specification**

Please replace paragraph [0012] with the following amended paragraph:

[0012] As shown in Figure 1, the bungee cord hook 10 includes a base portion 20 and a hook portion 30. The base portion includes an aperture 40 or other securing mechanism that secures a bungee cord 45. The base portion 20 of the bungee cord hook 10 has a top end 50, a bottom end 52 and a circumferential surface 53 connecting the top and bottom ends. The top surface 52 has a first end 54 and a second end 55[[56]] and a generally angled surface 58 therebetween. The angled surface 58 allows for greater clearance and a more sleek design. Extending from the first end 54 is the hook portion 30 which is orientated such that the end of the hook 60 extends outward away from the base portion 20. This provides much more clearance than if the hook extend towards and hence over the base portion. The hook portion 30 may include a number of features that improves strength and performance. Illustrative example include, but are not limited to, a flared base portion 62 that provides rigid strength as the hook portion 30 attaches to the base portion 20, and angled back side portion 64 of the hook portion 30 that provides greater clearance for securing the hook to an object, and an angled surface 66 that assists in keeping the hook from sliding off an object to which it is secured.